

Serving Up A Successful School Breakfast Program



**A Guide for School Breakfast Implementation
July 2009**



School Nutrition Team

Serving Up a Successful School Breakfast Program

Developed by
School Nutrition Team, 2005
Department of Public Instruction

Revised 2009 and Updated by

Sarah Combs, MS, RD
Public Health Nutritionist, School Nutrition Team
Department of Public Instruction

Kelly Williams, RD, CD
Public Health Nutritionist, School Nutrition Team
Department of Public Instruction

Julia Salomon, MS, RD, CD
Program Specialist in Nutrition Education, School Breakfast Programs
University of Wisconsin-Extension, Cooperative Extension

Stephanie Cronin
Student, University of Wisconsin-Madison
Dietetics Program



Wisconsin Department of Public Instruction
Tony Evers, State Superintendent
Madison, Wisconsin

This publication is available from:

School Nutrition Team
Wisconsin Department of Public Instruction
125 South Webster Street
Madison, WI 53703

608-267-9129

<http://dpi.wi.gov/fns/sbp1.html>

© September 2009 Wisconsin Department of Public Instruction

The Wisconsin Department of Public Instruction does not discriminate on the basis of sex, race, color, religion, creed, age, national origin, ancestry, pregnancy, marital status or parental status, sexual orientation, or disability.



Cover photo courtesy of UW Extension

Table of Contents

Introduction.....	- 1 -
Assessing Needs.....	- 2 -
Starting a School Breakfast Program.....	- 2 -
Expanding a School Breakfast Program	- 3 -
Obstacles to Breakfast.....	- 4 -
Myth versus Fact.....	- 4 -
Breakfast Service Models	- 7 -
Traditional Breakfast	- 7 -
Breakfast in the Classroom	- 7 -
Grab n’ Go	- 7 -
Mid-Morning Nutrition Break	- 8 -
Additional Models	- 8 -
Elimination of Reduced Price Breakfast.....	- 8 -
Universal Free Breakfast.....	- 9 -
Meal Patterns for School Breakfast	- 10 -
Traditional or Enhanced Food Based Menu Planning	- 10 -
Nutrient Standard Menu Planning	- 12 -
Menus planned under the NSMP approach must meet two requirements:	- 12 -
Breakfast Entrée Ideas	- 13 -
Meal Component Menu Ideas	- 14 -
Sample Menus.....	- 15 -
Marketing and Promotion Ideas.....	- 17 -
Appendix.....	- 20 -
USDA Quantity Recipes for Breakfast	- 20 -
Breakfast Recipes on the Web	- 21 -
School Breakfast Menus on the Web.....	22
School Breakfast Resources on the Web	25

Introduction

Children of all ages do better in school when they start the day with a good breakfast. Research has shown time and again that students who eat breakfast are ready to learn. Schools that implement breakfast programs see improvements in attendance and behavior. There are several reasons children arrive at school without an adequate breakfast. An assessment of your buildings may demonstrate that teachers, administrators and school nurses are providing food for hungry students indicating a need for a breakfast program. In addition, some schools that provide breakfast have low participation and need ideas to attract more students.

Providing nutritious meals that appeal to students throughout the school year presents challenges to food service professionals. This resource contains information on how to start a successful school breakfast program or improve participation in an existing program. Successful meal service requires customer satisfaction, a positive meal image, and a supportive environment. To appeal to our consumer savvy students, schools need to think beyond the service of breakfast in the cafeteria before the start of the school day. Innovative approaches bring breakfast to the students.

Remember your Department of Public Instruction is a resource for questions and information for all Child Nutrition Programs. We can help you with program requirements, marketing and technical assistance. Visit our School Breakfast website at the address listed below to stay on top of the latest breakfast information.

School Breakfast Team

Jessica Sharkus, 608-266-2416

Jessica.sharkus@dpi.wi.gov

Sarah Combs, 608-266-7112

Sarah.combs@dpi.wi.gov

Kelly Williams, 608-267-9726

Kelly.williams@dpi.wi.gov

www.dpi.wi.gov/fns/sbp1.html

Assessing Needs

Starting a School Breakfast Program

There are several factors to consider when deciding whether or not to start a breakfast program. First, it is important to assess your school. Surveys are an excellent tool to help assess your school's level of interest in starting a breakfast program. Distribute the survey to students and parents to learn more about their patterns of breakfast behavior. Are your students eating breakfast? What are their favorite foods? Are parents busier than ever before? Results from the survey will be compiled into the administrator survey to provide an overview for determining the readiness of starting a breakfast program at your school.

Second, determine the target audience that will be served by the program. Is your school an elementary, middle, high school or combination? Who composes the population you are serving? What are the demographics? This will help to assess the needs of the group and the tactics used to make the breakfast program a success. For example, a campaign with a cute mascot and colorful cartoon characters may not be successful in targeting a high school group. Similarly, you would not hand out wordy flyers for elementary students.

Last, it is important to get the support of key stakeholders. Assess the interest of key players in starting a breakfast program. Does the community think parents should feed students breakfast? Does the principal/administrator feel that breakfast is important? Is the School Board receptive to the School Breakfast Program? The School Breakfast Program benefits not only the food service program, but also parents, students, teachers and principals. Parents are assured knowing they have another option for providing a nutritious breakfast for their children. Principals and teachers see improved attendance and a reduction in tardiness, as well as improved academic performance, in students. Determine who needs more information and provide the necessary statistics or studies to educate them on why breakfast continues to be the most important meal of the day.

For breakfast resources including survey examples and customizable parent letters see the USDA Breakfast Toolkit at <http://www.fns.usda.gov/CND/Breakfast/toolkit/resources.htm>

Expanding a School Breakfast Program

Participation in the School Breakfast Program is important – primarily as a way to help meet the nutritional needs of students, but also to help schools receive maximum reimbursement and run a successful program. Before moving forward with an action plan to increase participation, it is important to determine how well the current breakfast program is working at your school.

First, assess your current breakfast participation rates. You may want to use data from your October claim for reimbursement to calculate your participation rates. What is the current participation? Which specific populations have high participation rates? Are there specific populations that are under-served?

Second, determine your school breakfast program strengths and barriers. What aspects of your current school breakfast program work well? How can you continue to play on those strengths to expand participation in your program? Also identify barriers that might be keeping students from participating in the breakfast program. Is the current service model keeping students from participating in the program? Is there lack of support from key stakeholders to increase participation in your program?

Last, assess financial constraints that may be preventing the expansion of your breakfast program. Determine your breakfast potential by calculating the target participation level needed to generate sufficient reimbursement/income to offset costs. Can the program sustain itself? Administrators and other stakeholders may lend more support to the action plan if it reduces the financial burden on a district's general funds.

For breakfast resources including survey examples and customizable parent letters see the USDA Breakfast Toolkit at <http://www.fns.usda.gov/CND/Breakfast/toolkit/resources.htm>

Obstacles to Breakfast

Myth versus Fact

MYTH #1: School breakfast is only for children of low-income families

FACT: Breakfast benefits everyone! All children, regardless of socioeconomic status, need access to a nutritious meal to start their day. While participating in a school breakfast program may help limited-income families' stretch their resources, all children may participate in the program.

MYTH #2: School breakfast isn't healthy.

FACT: By law, schools receiving federal meal reimbursement must serve a breakfast that meets national nutrition guidelines. School breakfasts can supply no more than 30% of calories from fat and less than 10% from saturated fat. One-fourth of the Recommended Dietary Allowances for protein, calcium, iron, Vitamin A, Vitamin C, and calories must be provided by school breakfast. On average, students who participate in a school meal program benefit from higher intakes of many nutrients. Compared with non-participants, children who eat breakfast at school typically have a lower intake of added sugars. Some menu choices that might be perceived as "unhealthy" are actually prepared with low-fat ingredients or whole grains, or they are served with fruit or vegetables to provide a nutritious, balanced meal.

MYTH #3: School breakfast programs aren't very profitable.

FACT: Schools that have breakfast programs receive federal and state reimbursements in Wisconsin for every breakfast served per student. The higher the student participation rates, the higher the amounts of reimbursement the school receives. A cost/benefit analysis done in Wisconsin shows that many schools operate financially successful breakfast programs. Successful breakfast programs rely on high student participation rates; participation rates in turn increase with good marketing of the program and staff support for the program. Profitability depends on support for the program, marketing the program (to parents, students, teachers, and other school staff) and consistent student participation.

MYTH #4: It's the families' responsibility to feed their children at home.

FACT: Parents who choose to have their children eat breakfast at school are responsible parents! They are ensuring that their children have access to breakfast elsewhere, if breakfast at home is missed. The busy lifestyle of many families often means that breakfast is rushed or skipped at home. In addition, many children report not feeling hungry first thing in the morning, but have a better appetite later in the morning. Bus and commuting schedules may also interfere with children being fed at home. Having breakfast at school would provide these students with the morning nutrition they need to start their day.

MYTH #5: Breakfast isn't really that important.

FACT: Research shows that children who eat breakfast perform better in school, visit the school nurse less often, are absent from school less often, have a decreased risk of being overweight, eat improved-quality diets, and have better behavior.

MYTH #6: Breakfast programs require a lot of extra work.

FACT: Many schools have successfully implemented a breakfast program without hiring additional help or making extensive equipment purchases. A school breakfast program can be worked into existing schedules or implemented with minimal change. Most schools have found that they need only 10 to 15 minutes to serve breakfast. Furthermore, breakfast programs often generate extra revenue for schools and offer additional opportunities for federal and state meal reimbursement.

MYTH #7: A non-traditional service model has the same participation rates as breakfast in the cafeteria.

FACT: One of the greatest benefits of non-traditional service models is that they can dramatically increase participation. Breakfast in the classroom is associated with the highest participation rates, which can be as high as 98% of the school's enrollment. Other service methods, such as Grab 'n Go and Breakfast after 1st Period, correlate with increases as much as 15-40% of current participation. Greater participation equates to higher levels of government reimbursement, which results in more revenue for the school.

MYTH #8: Parents don't want a breakfast program because they feed their child at home.

FACT: A school caters to children from different types of households; different socio-economic status, different family composition, different working-parent schedules, etc. Many families, regardless of household income, report school mornings as the most stressful time of the day. Busy lifestyles, work, school and bus schedules, children's varying appetites and availability of food at home are some reasons why some students do not eat breakfast at home. Tell resistant parents that "while your child may have had breakfast at home, perhaps some of his classmates have not". A classroom with hungry children tends to experience less academic success and have more distractions. Classroom dynamics affect all students in that classroom. By supporting a school breakfast program in your child's school you are helping all students have access to a nutritious meal in the morning so they are ready to learn.

MYTH #9: Kids don't want to eat breakfast.

FACT: If breakfast is offered in a convenient way for students, they will participate in the program. A successful breakfast program is one that has high student participation. Offer breakfast in the school locations that are popular with students. The traditional way of serving breakfast—in the cafeteria before school starts—might not be the best time or location for your school. Spend the time to observe where the students "hang out" and at what time. Serving breakfast in the classroom has worked wonders in elementary schools, while serving breakfast in Grab 'n Go bags out in the hallway may work best in high schools.

In addition, older students may believe that skipping breakfast keeps their weight down, however the opposite is true. Research shows that both adults and children who eat breakfast are less likely to be overweight. One of the common denominators in people who have lost weight and successfully maintained their weight loss is that they eat breakfast every day! Why? When you skip a meal, you feel hungrier late on in the day and tend to overeat at the next meal.

MYTH #10: Students feel menus are planned without my input.

FACT: Let students know you welcome ideas and suggestions from any source. Get students involved by starting a Student Breakfast Committee or hold a contest where students can design a breakfast menu that will be served.

MYTH #11: The custodial staff can't accommodate extra trash and mess.

FACT: Again, communication is essential to combating resistance. Be sure to outline your ideas for dealing with trash when designing your breakfast program and be open to custodial staff suggestions. Typical foods in a school breakfast program are easy to serve, eat, and clean up. For breakfast in the classroom, many schools provide a large trash bag with the class breakfast. Students learn to be responsible by cleaning up after themselves. After the trash is collected, the bag is secured and placed in the hallway for custodial staff to collect. For Grab 'n Go, trash containers are available near the service site, similar to a traditional cafeteria meal.

MYTH #12: School breakfast has no impact on the work that I do.

FACT: Teachers value the benefit of having well nourished students in their classroom, who are ready to learn and focused on the lesson, not on when they will eat again. Administrators should be aware of the strong association between breakfast and academic success. Research shows that students who eat breakfast perform better at school. In addition, many teachers spend their own money to buy snacks and other food items for students to eat in their classroom when breakfast is not available at school. Many schools will offer a free breakfast on "testing weeks", fully aware that well fed children tend to do better on tests. If this holds true on testing weeks, why would it not hold true the rest of the year?

MYTH #13: School breakfast, especially breakfast in the classroom, is disruptive and takes away valuable teaching time.

FACT: Breakfast in the classroom has proven to be a successful model in many schools across the nation. Some teachers report they have actually gained instructional time due to fewer disruptions such as visits to the school nurse, tardiness, and absenteeism. In addition, teachers report that the quality of instruction improves when students eat breakfast because the children are more alert and ready to learn. Breakfast can be incorporated into the learning process with lessons in health, social studies and math. Teachers can go about their morning routine while the students are eating breakfast at their desks. Other types of school breakfast models, such as Grab 'n Go, have been incorporated into the school's existing morning break or homeroom activities, such as while the school announcements are made.

MYTH #14: If I wait long enough, someone else will start a breakfast program at my school.

FACT: Why wait? Schools receive both federal and state reimbursements in Wisconsin for breakfast, which may represent additional revenue for the school. Implementing a successful breakfast program requires a team effort. It's important for parents, teachers, principals, administrators, the school's wellness committee, and food service staff to communicate with each other so that everyone's needs and concerns can be addressed. Starting a program takes time and careful planning, beginning with a needs assessment of your school.

Breakfast Service Models

Traditional Breakfast

Serving Methods:

- Reimbursable breakfasts are individually packaged in grab 'n go bags.
- Foods that are easy to eat or hand held are popular and more convenient.

When Served: Before the school day begins

Where Served: Cafeteria

Why this option is attractive:

- Students arrive before school starts with time to eat
- Cafeteria staff already on site to prepare lunch
- Cafeteria is marketed like a café or university union with high tables, music, newspapers, TVs etc and is a popular place for students to hang out.
- Parents drop students off early to get to work on time
- Bus schedule gets students to school with time to eat breakfast

Breakfast in the Classroom

Serving Methods:

- Bagged breakfasts containing the required components are available for students to consume in the classroom.
- Individual breakfast components are delivered to classroom in bags or items are available on cart for students to select.
- Students pick up breakfast in the cafeteria and take it back to the classroom to eat

When Served: Prior to the start of the school day or during the first period.

Where Served: Classroom

Why this option is attractive:

- Easily incorporated into existing school day schedule (students eat while teachers take roll and handout graded assignments).
- Provides a nutritious meal to students who do not have time to eat or are not hungry before start of school day.
- Requires few, if any, additional labor hours for preparation, service and clean up.
- Makes best use of available space. It is not necessary to alter schedule of the multi-purpose rooms where lunches are served. Such spaces are frequently used for physical education classes or other purposes in the morning.

Grab n' Go

Serving Methods:

- Bagged breakfasts containing the required components are available for students to pick up and consume in designated location(s).
- Individual breakfast components are set out for students' selection and students put their selection in bags.

When Served: During the designated serving period and/or a morning break.

Where Served:

- From mobile cart/tables positioned near the school entrances or in high traffic areas. It could even be on the playground when the weather is nice.

- On serving line where traditional breakfast and/or a la carte items are available.

Why this option is attractive:

- Easily incorporated into existing school day schedule.
- Provides a fast, nutritious option if a la carte items are sold in the morning.
- Available to students who have scheduled activities prior to the beginning of the school day.
- Limited amount of labor time is needed for preparation, service and clean up. Breakfast items are assembled and packed when labor is available.

Mid-Morning Nutrition Break

Serving Methods:

- Reimbursable breakfasts are individually packaged in grab 'n go bags.
- Foods that are easy to eat or hand held are popular and more convenient.

When Served: Students eat breakfast during a break in the morning, usually between 9:00 am and 10:00 am.

Where Served: Offered from mobile carts or tables located in high traffic areas

Why this option is attractive:

- A break from classes in the morning may already be offered
- Gives students who weren't hungry first thing in the morning a second chance
- Serving a reimbursable meal is a healthy choice compared to vending.
- Reimbursable meals also accommodate students who may not have the money to purchase items from vending machines.
- Particularly successful in middle and high schools.
- A Mid-morning nutrition break can be prepared quickly, with few staff.
- There is no time to serve breakfast before classes, or participation is low in breakfast served before school delivery models.

Note: Mid-morning nutrition break may also be referred to as breakfast after first period or second chance breakfast.

Note 2: Convert an existing milk break to a mid-morning nutrition break if students already bring snacks or teachers provide snacks to students

Additional Models

The following payment models can be combined with any of the above service models to enhance your program.

Elimination of Reduced Price Breakfast

What it is:

- Only offer students two prices for breakfast – free and full price. Students that would typically qualify for the reduced price meal are able to receive their breakfast for free in this model.

When it works best:

- High free and reduced approval rate at a school
- Low breakfast participation from reduced price students
- Breakfast is easily accessible to students

Benefits:

- Allows the ability to keep food costs in check.
- Additional staffing is not necessary to handle the increase in participation.
- Increased participation in breakfast AND lunch

Universal Free Breakfast

What it is:

- Breakfast is available at no charge to all students, regardless of their household income

When it works best:

- In conjunction with breakfast in the classroom
- Greater than 70% of students eligible for free and reduced price meals (Note: schools with fewer eligible students have operated the program successfully)
- Stigma appears to be a factor in low participation rates.
- Percent of students eating free and reduced price breakfast is much lower than expected
- Combine with Provision 2, which decreases the paperwork involved in schools with minimal growth from year to year

Benefits:

- Reduces the stigma attached to eating breakfast at school
- Improved attendance and less tardiness
- Overall labor costs per meal are less, although labor needs increase
- Breakfast participation increases so drastically that a loss from otherwise paying students is not experienced

Note: The school claims the federal reimbursement at the correct income category for the students.

Meal Patterns for School Breakfast

Traditional or Enhanced Food Based Menu Planning

Select one serving from each of the following two food groups:

Milk (Fluid)			
	Ages 1-2 yrs	Pre-school	Grades K-12
Milk, fluid	½ cup	¾ cup	8 fl oz (1 cup)

Juice/Fruit/Vegetable			
	Ages 1-2 yrs	Pre-school	Grades K-12
Fruit and/or vegetable; or full-strength fruit or vegetable juice	¼ cup	½ cup	½ cup

Select two, one serving from each of the next two groups or two servings from one of the next two groups.

Grains/Bread			
	Ages 1-2 yrs	Pre-school	Grades K-12
Whole-grain or enriched bread	½ slice	½ slice	1 slice
Whole-grain or enriched biscuit, roll muffin, etc.	½ serving	½ serving	1 serving
Whole-grain, enriched or fortified cereal	¼ cup or ⅓ oz	⅓ cup or ½ oz	¾ cup or 1 oz

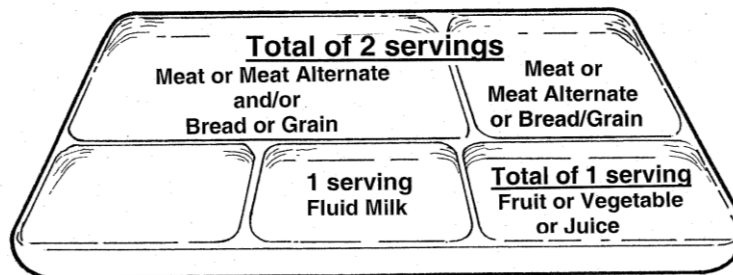
Under the enhanced food based menu planning system, there is an option to offer an additional serving of Grains/Breads.

Meat/Meat Alternate			
	Ages 1-2 yrs	Pre-school	Grades K-12
Meat, poultry or fish	½ oz	½ oz	1 oz
Cheese	½ oz	½ oz	1 oz
Egg (large)	½ egg	½ egg	½ egg
Peanut butter or other nut or seed butters	1 Tbsp	1 Tbsp	2 Tbsp
Cooked dry beans or peas	2 Tbsp	2 Tbsp	4 Tbsp
Yogurt	2 oz or ¼ cup	2 oz or ¼ cup	4 oz or ½ cup
Nuts and/or seeds (≤1 oz/ meal)	½ oz	½ oz	1 oz

Offer versus Serve

- At the discretion of the school food authorities, students may be allowed to decline one of the four food items offered at breakfast.
- All four food items must be offered to students.
- Serving sizes must equal the minimum quantities required for the grade group being served.
- Breakfast must be priced as a unit. Students are charged the same whether they select 3 or 4 food items.
- Students have the option of which item to decline.
- Students must take at least the planned minimum quantity of three of the four food items.
- Offer versus serve is encouraged, but not required.

SCHOOL BREAKFAST TRAY



"OFFER vs SERVE"

**YOUR TRAY MUST HAVE 3 OF THE 4 SERVINGS
BUT IT IS WISE TO EAT ALL FOUR**

Nutrient Standard Menu Planning

Menus planned under the NSMP approach must meet two requirements:

1. When averaged over the school week, school breakfasts must meet the specific age/grade based nutrient standards as defined in the federal regulations for the School Breakfast Program (7 CFR 220.8).
2. At a minimum, planned menus must contain a minimum of three menu items as summarized below (additional menu items may need to be added in order to meet nutrient standards and/or to increase variety).

Nutrient Standards for Breakfast (NSMP)			
	Ages 1-2 yrs	Pre-school	Grades K-12
Calories	388	554	618
Protein (grams = g)	5 g	10 g	12 g
Calcium (milligrams = mg)	200 mg	257 mg	300 mg
Iron	2.5 mg	3.0 mg	3.4 mg
Vitamin A (Retinol Equivalents = RE)	113 RE	197 RE	225 RE
Vitamin C	11 mg	13 mg	14 mg
Total Fat	No more than 30 percent of total calories from fat		
Saturated Fat	Less than 10 percent of total calories from saturated fat.		

Minimum Required Menu Items for NSMP for Breakfast	
Menu Items	Minimum Requirements
Side Dishes (menu items other than milk)	2 servings
Fluid Milk	1 serving

For more information see Chapter 3 of USDA Team Nutrition's *A Menu Planner for Healthy School Meals*

Breakfast Entrée Ideas

- Baked French Toast Strips* with Spiced Apple Topping *
- Banana and Honey Toasted English Muffins
- Breakfast Burrito with Salsa*
- Breakfast Pizza
- Breakfast Sandwich
 - Egg and Bagel Sandwich
 - Egg, sausage and cheese sandwich
- Grilled Cheese Sandwich*
- Peanut Butter on Toast
- Super Pretzel with Cheese Sauce
- Chicken Biscuit- chicken patty served on a biscuit
- Eggs Benedict- top an omelet on an English muffin with hollandaise sauce
- Breakfast Wraps
 - Denver: Dice an omelet and ham with green pepper and onions and roll in tortilla
 - Vegetarian: Slice omelet into strips toss with sautéed spinach and mushrooms top with cheddar and olives and roll in tortilla
- Smoothies- 8 ounces of yogurt and ½ cup fruit per serving (with milk offered) constitutes a complete meal
- Yogurt Parfait with granola*
- Blueberry Pancake Wrap with Sausage
- Cheese Omelet
- Egg Patty
- French Toast or French Toast Sticks
- Pancakes*
- Peanut Butter & Jelly Uncrustables
- Sausage Bagel
- Turnovers
- Waffles
- Quiche*

* Link for quantity recipe provided in Appendix

Meal Component Menu Ideas

Meat/Meat Alternate	Grains/Bread	Vegetables/Fruit
Cottage Cheese Canadian Bacon Cheese Slices Hard-boiled Egg Ham Slice Maple-flavored Pork Breakfast Patty Mozzarella Cubes Peanut Butter Sausage Links Turkey Sausage Scrambled Eggs* Yogurt String Cheese	Bagels (variety) Banana Bread* Biscuits* Cinnamon Rolls* Coffee Cake Cold Cereal (variety) Cranberry Bar English Muffins Graham Cracker Granola Bar Muffins (variety) Oatmeal Muffin Square* Oatmeal Pita Raisin Toast Quick Breads Sweet Rolls	Apples Wedges Apple Slices Applesauce Cherry Apple Sauce Banana Dried Fruit Fruit Cup with Fresh and/or Canned Fruit Full Strength Fruit Juice Grapes Hash Browns Melon Orange Wedges Peaches Pears Pineapple Tidbits Potato Rounds Strawberries Vegetable Juice
Reminder: Use <i>USDA's Food Buying Guide</i> and CN labels to ensure minimum requirements are met	Reminder: The sizes of grains/breads vary; use <i>USDA's Food Buying Guide</i> to ensure minimum requirements are met.	Reminder: The minimum amount that can count toward meeting the total required servings is 1/8 cup

* Link for quantity recipe provided in Appendix

Sample Menus

Cold Breakfast Menu Options		
	Servings	Components
Soft pretzel Cheese stick 100% fruit juice Choice of milk	1 oz. soft pretzel 1 oz. cheese ½ cup fruit juice 8 fl oz. choice of milk	1 grain 1 meat/meat alternate 1 fruit 1 milk
Peanut butter sandwich Banana Choice of milk	2 oz. = 2 slices bread 2 Tbs. peanut butter 1 small 6" banana 8 fl oz. choice of milk	2 grain 1 meat/ meat alternative 1 fruit 1 milk
Assorted muffins Choice of cereal ¹ Mandarin orange cup Choice of milk	2 oz. muffin 1 oz. cereal ½ cup mandarin orange cup 8 fl oz. choice of milk	1 grain 1 grain 1 fruit 1 milk
Frosted cinnamon roll 100% fruit juice Choice of milk	5 oz. cinn. roll ½ cup fruit juice 8 fl oz. choice of milk	2 grain 1 fruit 1 milk
Hardboiled egg Whole wheat toast Apple wedges Choice of milk	1 egg 1 oz. = 1 slice bread ½ cup apple wedges 8 fl oz. choice of milk	2 meat/ meat alternative 1 grain 1 fruit 1 milk
Yogurt parfait Cinnamon toast Choice of milk	½ cup yogurt ¼ cup blueberries ¼ cup strawberries ¼ cup granola 1 oz. = 1 slice cinn. toast 8 fl oz. choice of milk	1 meat/ meat alternative ½ fruit ½ fruit 1/3 grain 1 grain 1 milk
PB&J Uncrustables Orange Choice of milk	2.8 oz. sandwich 1 orange 8 fl oz. choice of milk	1 meat/ meat alternative + 1 grain 1 fruit 1 milk
Grain fruit bar ¹ Yogurt Fresh fruit Choice of milk	2.2 oz. grain fruit bar ½ cup yogurt ½ cup fresh fruit 8 fl oz. choice of milk	1 grain 1 meat/ meat alternative 1 fruit 1 milk
Choice of cereal ¹ Banana bread 100% fruit juice Choice of milk	¾ cup cereal 1.8 oz. slice banana bread ½ cup fruit juice 8 fl oz. choice of milk	1 grain 1 grain 1 fruit 1 milk

¹ Refer to: USDA Food Buying Guide, 2001: pages 3-15 and 3-16. FCF instructions 783.1 Revision 2: Exhibit A

Hot Breakfast Menu Options		
	Servings	Components
Breakfast sandwich: Fresh grapes Choice of milk	2 oz. medium bagel 1 egg 1 oz. ham 1 oz. cheese ½ cup fresh grapes 8 fl oz. choice of milk	2 grains 2 meat/ meat alternative 1 meat/ meat alternative 1 meat/ meat alternative 1 fruit 1milk
Hot pocket Yogurt Fresh strawberries Choice of milk	1 serving ½ cup yogurt ½ cup 8 fl oz. choice of milk	See: CN label 1 meat/ meat alternative 1 fruit 1 milk
Pancakes on a stick with powdered sugar Apple sauce Choice of milk	1.1 oz. =2-3” diameter pancakes with 1 oz. sausage link ½ cup applesauce 8 fl oz. choice of milk	1 grain + 1 meat/ meat alternative 1 fruit 1milk
Breakfast burrito ² with salsa Tater tots Choice of milk	1 oz. cooked sausage 1 egg 1 oz. shredded cheese 2 Tbs. salsa 1oz.= small tortilla ½ cup tater tots 8 fl oz. choice of milk	1 meat/ meat alternative 2 meat/ meat alternative 1 meat/ meat alternative 1/8 vegetable 1 grain 1 vegetable 1 milk
French toast stix ¹ with powdered sugar Kiwi fruit + grapes Choice of milk	2 serving (per CN label) French toast stix 1 med. Kiwi fruit + 7 large grapes 8 fl oz. choice of milk	2 grain 1 fruit 1 milk
Grilled ham and cheese Baby carrots Choice of milk	2 oz. 2 slices of bread 1 oz. ham 1 oz. processed cheese 2.5 oz. baby carrots 8 fl oz. choice of milk	2 grain 1 meat/meat alternative 1 meat/ meat alternative 1 vegetable 1 milk
Breakfast pizza ² Sliced pineapple Choice of milk	1 egg ½ oz. ham 2 Tbs. tomato sauce 1 oz. shredded cheese 2 oz English muffin ½ cup pineapple 8 fl oz. choice of milk	2 meat/ meat alternative ½ meat/ meat alternative 1/8 vegetable 1 meat/ meat alternative 2 grain 1 fruit 1 milk

¹ Refer to *USDA Food Buying Guide*, 2001: pages 3-15 and 3-16. FCF instructions 783.1 Revision 2: Exhibit A

² Use comparable CN label

Marketing and Promotion Ideas

Remember the key to having a successful School Breakfast Program is to have FUN while still providing a nutritious start to a student's day. You know your students best so customize your breakfast program to meet their needs.

Offer Incentives and Activities:

- Put a sticker on the bottom of a tray/plate and give a prize to the student who finds it. Make sure to promote the event in advance.
- To generate interest in breakfast in the classroom, offer a prize drawing for a home room class to win breakfast in the classroom. Take photos of the event and post on the school or district website.
- If kids eat school breakfast everyday for a week they get a free snack coupon.
- If kids eat school breakfast for everyday in a chosen month, they are entered for a chance to plan a breakfast menu for a day.

Use Themes:

- Advertise "Fundays" at breakfast to entice kids to come and eat. See our "Fundays" Calendar on our website for ideas.
- Use a theme or movie to promote breakfast, example the Disney Cars movie. Each car races around the track and the cars would move based on the number of breakfast served each day.
- Have a Dr. Seuss breakfast day.
- Follow the yellow brick road to breakfast. Use a "Wizard of Oz" theme with yellow "bricks" leading to the breakfast serving area. You could serve items such as Wizard Waffles or Munchkin Muffins. Excerpts from the book could be read during breakfast.
- Books and Breakfast: Host a book and breakfast week, invite your library/ media specialist. You could create a display of breakfast books and give bookmarks to participants. Use the books in your menu and decorations. You could even read one during breakfast.

Invite guests:

- Invite local 'heroes' to breakfast such as firefighters, policeman, military personnel.
- Have breakfast with the High School Mascot, creates a photo opportunity.
- Invite parents to join the students for breakfast. Students could make invitations in advance.
- Invite the mayor or a college athlete.
- Invite the local TV station to film in the cafeteria during breakfast.

Get Parents and Staff Involved:

- Advertise the benefits and how much time school breakfast will save parents in the morning rush via newsletters, emails and signs. See our website for letters and inserts to send home.
- Advertise school breakfast (including menus) on the school website.
- Teach the teachers by sponsoring a breakfast with teachers and principals. Let them know the importance of eating breakfast and the positive effects it can have on students.

- Implement “Breakfast with the Principal” for straight A’s, award winners etc.
- Have the Principal serve breakfast.

Get Students Involved:

- Set an attainable growth goal over your average participation and when it is reached have a fun celebration. Participation can be announced daily over announcements to promote the event and create a buzz.
- Have a class participation contest with prizes for the winning class.
- Have a student planned breakfast.
- Offer samples of a new breakfast item once a month.
- Start a breakfast club whose main role is to taste test potential food items.
- Advertise school breakfast with posters and displays around campus.
- Have a poster contest for students to illustrate movies, songs, bands TV shows and use the winning poster as a theme.
- Get the cheerleaders to create a breakfast cheer or make it a contest for the school.
- Ask students to create a Breakfast commercial, ask a TV or radio station to produce and air the winning entry or announce it over the loudspeaker.
- Correlate menus with school spirit days. Work with student leadership to advertise these menus as part of spirit day advertising.

Make Breakfast More Convenient:

- Offer Grab n’ Go breakfast, use a cart to serve breakfast in the hallways or at the school entrance.
- Have a frequent breakfast buyers card which enables students to enter a prize drawing once they have a certain number of stamps.
- Serve breakfast in a way students can identify with a restaurant or café. Market breakfast specials like a diner.
- Offer convenient “special delivery” breakfasts during testing week to encourage students to eat breakfast.

Offer Incentives and Activities

- If kids eat breakfast everyday for a week they get a free snack coupon.
- If kids eat school breakfast everyday in a chosen month, they are entered for a chance to plan a breakfast menu for a day.
- Invite your local TV station to broadcast from your school.
- Bring a local radio station in and have them broadcast their show during breakfast time. They bring giveaways and it is a lot of fun.
- Have the Principal serve breakfast.
- Have a poster contest for students to illustrate movies, songs, bands TV shows and use the winning poster as a theme.
- Implement “Breakfast with the Principal” for straight A’s, award winners etc.

Go High Tech:

- Advertise school breakfast (including menus) on the school website.
- Advertise school breakfast with posters and displays around campus.

Change the Atmosphere:

- Provide entertainment during breakfast by playing music or showing “news-oriented” TV programs or videos.
- Give the cafeteria a face lift or offer breakfast in non-traditional places like carts where students hang out.

Appendix

USDA Quantity Recipes for Breakfast

Recipe Name	Number	Category	Suggestions/Variation
Baked French Toast Strips	J-03	Breakfast	Serve with fruit see G-09
Baking Powder Biscuits	B-04	Grains/Bread	Serve with a chicken patty
Banana Bread Squares	B-05	Grains/Bread	
Breakfast Burrito with Salsa	J-02	Breakfast	
Cinnamon Rolls	B-08	Grains/Bread	
Granola	J-01	Breakfast	Serve over yogurt
Muffin Squares	B-12	Grains/Bread	
Oatmeal Muffin Squares	B-20	Grains/Bread	
Pancakes	B-13	Grains/Bread	Serve with fruit see G-09
Quiche with Self-Forming Crust	D-32	Main Dishes	Add vegetables to the recipe like tomatoes or asparagus
Scrambled Eggs	D-34	Main Dishes	Make a scrambler by adding vegetables like tomatoes, peppers or onions
Spice Apple Topping	G-09	Sauces	Serve over French Toast or pancakes
Grilled Cheese Sandwich	F-07	Sandwiches	

Breakfast Recipes on the Web

Resources from Non-Manufacturing Organizations

School breakfast menu planners often feel challenged to think of recipes for something new at breakfast. Whether you are just starting a program or planning for one more year, you will want to know what kinds of recipes are available. The following list includes websites for non-manufacturing organization websites that have recipes available for breakfast items. Many sites specifically have a School Food Service section as well. There are also many websites from manufacturers that include breakfast items or recipes. Check directly for manufactures of products you use to find new ideas. Websites can be changed by the organizations, so check for changes and new recipes.

American Egg Board

<http://www.aeb.org/foodservice/recipes.html>

Apricot Producers of California

<http://www.apricotproducers.com/html/fdserrcpbx.htm>

Apple Commission (Washington)

<http://www.bestapples.com>

Cherry Marketing Institute

<http://www.cherrymkt.org/>

Fig Board (California)

<http://www.californiafigs.com/>

Florida Department of Citrus

<http://www.floridajuice.com/index.php>

Produce for Better Health Foundation (5 -A-Day, National Cancer Institute)

<http://www.fruitsandveggiesmorematters.org/>

National Honey Board

<http://www.honey.com/foodindustry/>

Cling Peach Growers Advisory Board (California)

<http://www.calclingpeach.com/html/nav/foodservice.html>

California Pear Advisory Board

http://www.calpear.com/cns_rec.cfm#

Pear Bureau Northwest

<http://www.usapears.com>

Idaho Potatoes

<http://www.idahopotato.com/recipes>

Prune Board (California)

<http://www.californiadriedplums.org/>

Raisins

<http://www.calraisins.org/professionals/>

Sweet Potatoes

<http://www.ncsweetpotatoes.com/>

National Turkey Federation

<http://www.eatturkey.com/foodsrv/recipe/db.html>

Wheat Foods Council

<http://www.wheatfoods.org>

School Breakfast Menus on the Web

Schools of all sizes and locations throughout Wisconsin are providing breakfast every day!

Food Based Menu Planning

10 + breakfast sites

Beloit SD	http://www.sdb.k12.wi.us/relation/Lunch_Lists/Lunch.htm
Kenosha Common SD	http://www.kusd.edu/departments/food_services/food_services.html
LaCrosse SD	http://www.lacrosseschools.com/se3bin/clientgenie.cgi?schoolname=school291&statusFlag=goGenie&geniesite=216&myButton=g5plugin&db=g216_b850
Milwaukee Public SD (127)	http://mpsportal.milwaukee.k12.wi.us/portal/server.pt?open=512&objID=310&&PageID=38262&mode=2&in_hi_userid=2&cached=true
Wausau SD	http://wausau.k12.wi.us/foodservice/

2 - 9 Breakfast sites

Adams-Friendship SD	http://www.af.k12.wi.us/pages/foodprog.cfm
Amery SD	http://www.amerysd.k12.wi.us/food_menus.cfm
Antigo Unified SD	http://www.antigo.k12.wi.us/District/StudentsFamilies/pages/mealmenus.htm
Augusta SD	http://www.augusta.k12.wi.us/menu/breakfast.html
Baldwin-Woodville SD	http://www.bwsd.k12.wi.us/lunch.html
Baraboo SD	http://www.baraboo.k12.wi.us/parentstudent/lunch_menus.cfm
Bonduel SD	http://www.bonduel.k12.wi.us/sdob_pages/side_menu_items/menus.html
Boyceville Community SD	http://www.boyceville.k12.wi.us/foodservice.cfm
Cashton SD	http://www.cashton.k12.wi.us/breakfast.pdf
Clintonville SD	http://www.clintonville.k12.wi.us/foodservice/menu.htm
Crandon SD	http://www.crandon.k12.wi.us/breakfastmenu.html
D.C. Everest SD	http://www.dce.k12.wi.us/studentsfamilies/lunch_menus.asp
Fort Atkinson SD	http://www.fortschools.org/lunchmenus/
Hayward Community SD	http://hayward-csd.schoolfusion.us/modules/cms/pages.phtml?sessionid=f9645ae4693b475fbc88ca8d3188803c&pageid=76858&sessionid=f9645ae4693b475fbc88ca8d3188803c
Jefferson SD	http://www.jefferson.k12.wi.us/lunch/menu.htm
Medford Area SD	http://www.medford.k12.wi.us/do/menu.htm
Menominee Indian SD	http://www.misd.k12.wi.us/lunchprogram/menus.shtm
Necedah Area SD	http://www.necedah.k12.wi.us/NAS/Nutritional_Services.html

New Richmond SD	http://www.newrichmond.k12.wi.us/main/students/lunch.shtml
Oconto Falls SD	http://www.fs.ocontofalls.k12.wi.us/
Osseo-Fairchild SD	http://www.ofsd.k12.wi.us/menu/default.html
Peshtigo SD	http://mail.peshtigo.k12.wi.us/foodsvc/menu.pdf
Reedsburg SD	http://www.rsd.k12.wi.us/menus.cfm
Rio Community SD	http://www.rio.k12.wi.us/MENUS/menuindex.htm
River Valley SD	http://www.rvschools.org/food_serv.cfm
Sheboygan Area SD	http://www.sheboygan.k12.wi.us/foodservice/menus.html
St. Croix Falls SD	http://www.scf.k12.wi.us/news-photos-lunch/news.asp?optcat=4
Stevens Point SD	http://www.wisp.k12.wi.us/education/components/docmgr/default.php?sectiondetail=7421&sc_id=1158950673
Sun Prairie SD	http://www.sunprairie.k12.wi.us/
Watertown Unified SD	http://www2.watertown.k12.wi.us/pages/whs_nutrition_services.cfm
West Bend SD	http://food-service.wbsd.schoolfusion.us/modules/groups/integrated_home.phtml?gid=546927&sessionid=101835526956aba72f1ab13e6400ab5d

One breakfast site

Blair-Taylor SD	http://www.theclasslist.com/sysfiles/School/student/breakfast/breakfast.cfm?school_id=152
Clayton SD	http://www.claytonsd.k12.wi.us/lunch_menu.html
Frederic SD	http://www.frederic.k12.wi.us/pages/menu.html
Lakeland Union High SD	http://www.luhs.k12.wi.us/
Lena Public SD	http://www.lena.k12.wi.us/lunchmen.htm
Marion SD	http://www.marion.k12.wi.us/Marion%20Website/Breakfast%20Menu.htm
Montello SD	http://www.montello.k12.wi.us/menu.html
New Lisbon SD	http://www.newlisbon.k12.wi.us/menus.cfm?memberid=17&month=5&year=2009&view=cal_view&categoryid=all
Prairie Farm SD	http://www.prairiefarm.k12.wi.us/
Riverdale SD	http://www.riverdale.k12.wi.us/SchoolLunch/lunch.htm
Southern Door SD	http://www.southerndoor.k12.wi.us/district/sdmenus.htm

Turtle Lake SD	http://www.turtlelake.k12.wi.us/education/components/calendar/listview.php?sectiondetailid=760&PHPSESSID=ecabcd027f1bf0e208b01a6f21b22a5d
Walworth Joint #1 SD	http://www.walworth.k12.wi.us/LUNCH%20AND%20BREAKFAST%20MENUS.htm

Nutrient Standard Menu Planning

10 + breakfast sites:

Eau Claire Area SD	http://www.ecasd.k12.wi.us/departments/business/foodandnutrition/menu/index.html
Madison Metro SD	http://foodsvweb.madison.k12.wi.us/node/19
Green Bay SD	http://www.gbfoodservice.com/base/menus.shtml
West Allis SD	https://www.sodexoeducation.com/segment%5F0200/district%5F7306/ENM/Entry1/

1- 9 Breakfast Sites:

Viroqua Area SD	http://www.viroqua.k12.wi.us/lunch/index.html
Delavan-Darien SD	http://www.ddschoools.org/
Lodi SD	http://www.lodi.k12.wi.us/lunch/esbreak.htm
Stoughton Area SD	http://www.sodexoeducation.com/segment_0200/district_7302/ENM/Entry1/
Waukesha SD	https://www.sodexoeducation.com/segment%5F0200/district%5F7305/ENM/Entry1/

School Breakfast Resources on the Web

- Department of Public Instruction – School Nutrition Team
 - For information on Wisconsin reimbursement rates and severe need breakfast go to <http://dpi.wi.gov/fns/fincou2.html>
 - For general information on breakfast go to <http://dpi.wi.gov/fns/sbp1.html>
- Wisconsin Milk Marketing Board
 - For information on marketing, on-site training opportunities and free materials for schools go to <http://www.wisdairy.com/SchoolResources/SchoolFoodservice/Default.aspx>
- School Nutrition Association
 - For information on marketing and running your program go to <http://www.schoolnutrition.org/ResourceCenter.aspx>
- University of Wisconsin-Cooperative Extension
 - For information on breakfast in Wisconsin go to <http://www.uwex.edu/ces/flp/food/schoolbreakfast/>
 - To subscribe to the listserv and become a member go to <https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast>
- USDA Food and Nutrition Services
 - For *Expanding Your School Breakfast* toolkit go to <http://www.fns.usda.gov/cnd/breakfast/expansion/default.htm>
 - For surveys and sample letters go to *Discover School Breakfast Resources* <http://www.fns.usda.gov/CND/Breakfast/toolkit/resources.htm>